

Covered in this lecture:

What traction channels are

- ▶ There are only 19 marketing strategies you can use to acquire customers, and they are called “traction channels”
- ▶ Getting traction means receiving positive outcomes regarding your business, like bringing in new customers or leads
- **A traction channel (also called distribution channel / marketing channel) is just a general area that you can promote the business through**
- The 19 traction channels are the following:
 - SEO
 - SEM
 - Content Marketing
 - PR
 - Viral Marketing
 - Unconventional PR
 - Speaking engagements
 - Offline advertising
 - Social advertising
 - Display advertising
 - Email Marketing
 - Trade Shows
 - Existing platforms
 - Affiliate Programs
 - Sales
 - Business Development
 - Engineering as Marketing
 - Targeting blogs
 - Community building